

Building trailers is Paramount

Expansion on the cards for Gauteng trailer builder



By Pierre Sanson

Passion and commitment to building trailers has never been so obvious as when one looks at the Paramount Trailer building facility in Alrode South. A family-owned business, which started in 1997, Paramount has grown by leaps and bounds over the last 15 years. The extent of the growth is evidence by the fact that the company has been forced to purchase two additional property blocks across the road from the original facility. The total facility covers an area of 16 000 square metres, which houses six factories with a staff complement of 120 employees.

Paramount Trailers started by targeting the flat deck market, mainly with tri-axles and superlinks. Over the years the range has been extended to other commercial offerings, such as skeletal, stepdeck and side-tipping trailers, plus more special-application trailers to suit the needs of the growing customer base.

Apart from building trailers, Paramount has a small trailer parts manufacturing facility, which includes the manufacture of their own mechani-



Warren Marques, Managing Director of Paramount Trailers

cal suspension parts.

Warren Marques, MD of Paramount Trailers, says the success of their business has been the excellent relationship with their customers, which has been built up over the years and which has enabled them to integrate with their business, thus providing immediate solutions when they are needed.

To provide these solutions Paramount's design office is able to do any amount of research in and development of axles and composite materials utilisation which can provide optimum

solutions for customising trailers and loads. This is in line with the company's strategy of producing lighter trailers that retain their overall rigidity and strength to provide increased load capabilities, helping the operator to increase his return on investment.

Currently, Paramount builds a total of 60 trailers per month and with the signs of a recovering economy and a corresponding increase in demand for new trailers, they have invested in a new R110-million facility which is due to come on stream in 2013.

The new facility will cover a total area of 72 000 square metres and will include an office block and two factories.

Commenting on the new facility, Marques said: "With the proposed staff complement of close on 300 employees, the facility will enable us to achieve at least 100 units per month and provide us with a springboard to the rest of Africa, where the demand for road transport is on the increase."

The introduction of new models will certainly increase the capabilities of Paramount Trailers and enable them to apply their proven business principles into larger markets.

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